



The 11<sup>th</sup> China (Shanghai) International Optics Fair  
Shanghai Everbright Convention & Exhibition Centre  
18<sup>th</sup> – 20<sup>th</sup> February, 2011

**Show Report** 展会报告

**Show's Highlights**

38,000m<sup>2</sup> of exhibition area

44, 000 visitor entries from 77 countries and regions

694 exhibitors from 20 countries and regions



The 11<sup>th</sup> edition of the China (Shanghai) International Optics Fair (SIOF 2011) heralded its exciting closing after unveiling for 3 days. SIOF 2011, the Asia's

premier and largest optical fair, was endorsed by the Ministry of Commerce, P.R. China, organized by the China Optometric & Optical Association and China Light Industrial Corporation for Foreign Economic & Technical Co-operation and co-organized by Orient International Exhibition Co., Ltd.

As a matter of fact, the organizer are happy to announce that both the China International Optics Fair (CIOF) & the China (Shanghai) International Optics Fair (SIOF) have been officially endorsed by the Ministry of Commerce, P.R.China as two of the important and distinguished exhibitions of China.



The 3-day fair has successfully attracted **44, 000** traders and buyers entries from **77** countries and regions, reaching a remarkable number as compared with last year. This year, **694** exhibitors occupied a 38,000 square meters exhibition area. Actually there were **247** companies with international brands from China, Australia, Austria, Canada, Denmark, France, Germany, HKSAR, Holland, Israel, Italy, Japan, Korea, Singapore, Spain, Switzerland, Taiwan Region, Thailand, the

United Kingdom, the United States. Amidst the exhibitors include the domestic pavilions of various production bases of China from Wenzhou, Xiamen & etc, Hong Kong Pavilion formed by the Hong Kong Optical Manufacturers Association and the overseas pavilion by SILMO exhibition of France.

With global economic recovery as well as the noticeable effect of China's policies of bolstering consumption and demand, China's drastically dropping import & export of optical items have seen improvement in 2010. According to customs statistics as of January to July 2010, China's export of optical products was valued at USD 1.65 billion, registering a growth of 28.8%, as compared with the same period the year before. Whilst the import amounted to USD



207 million, increased by 54.08% over the same period of the previous year, this has reinforced that China's optical market has proven resilient against the slowing trend of global economy and confirmed the huge consumption power of the Chinese. To fulfill the exhibition space demand from exhibitors who are very eager to share in this growth, the organizer has used all the exhibition areas of the center: the West Hall, East Hall and built an Outdoor Hall plus all the function rooms in the adjacent Shanghai Everbright Hotel. Nevertheless, the organizer has to limit and squeeze the size of exhibition booth requested by exhibitors so as to accommodate as many companies as possible to exhibit in the fair. Although making such measures, there are nearly a hundred local and overseas enterprises unable to get space.



To illustrate and confirm the positive support from exhibitors, shown below are the world-renowned and local brands of different categories in our fair: 18K GOLD SUPREME, A.V.V., ADIDAS, ALAIN DELON, ALEXANDER MC QUEEN, ALFRED DUNHILL, AMANI, ANNE ET VALENTIN, ARMANI EXCHANGE, ARROW, ASAHI, BALENCIAGA, BALENO, BARBIE, BAYER, BERLAC, BIO LUC THIN, BMW, BOLLE, BOSS

HUGO BOSS, BOTTEGA VENETA, BRIOT, BRIOT/WECO, BUGATTI, BUICK, BYBLOS, CALVIN KLEIN, CALVIN KLEIN-CK, CANON, CARRERA, CELINE, CHAROPS, CHARRIOL, CHASE DIAMOND, CHOPARD, CHROME HEARTS, COACH, COBURN, DAC VISION, DIOR, DONG YANG, ED HARDY, EFE, ELEGANCE, EMILIO PUCCI, EMPORIO ARMANI, ERMENEGILDO ZEGNA, ESCADA, EUCLID, EURACOAT, EVISU, EXALTO, EXTE, FACE A FACE, FENDI, FRASTEMA, FRED, FURLA, GIORGIO ARMANI, GIVENCHY, GOLD & JEWELRY COLLECTION, GRAND SEIKO, GUCCI, HELLO KITTY, HOYA, HUGO HUGO BOSS, HUVITZ, HYDRON, INDO, ISSEY MIYAKE, J.F.REY, JEEP, JHANE BARNES, JIMMY CHOO, JUICY COUTURE, JUST CAVALLI, KANSAI, KARL LAGERFELD, KOOKI, LACOSTE, LAFONT, LEGO, LEVI'S, LEYBOLD OPTICS, LINDBERG, LOEWE, LOTTO, LUNETTERIE, M MISSONI, MA-JI,

MASATOMO, MARC BY MARC JACOBS, MARC JACOBS, MASUNAGA, MAX MARA, MAX&CO., MCGREGOR, MECCANOTTICA MAZZA, MEI, MERCEDES BENZ, MIKA, MILA SCHÖN, MINI COOPER, MINIMA, MISS SIXTY, MIZUNO, MYKITA, NAUTICA, NEW BALANCE, NEXUS, NIDEK, NIKE, NINE WEST, NOMAD, NORVILLE AUTOFLOW, OPTISAFE®, OXIBIS, PAL ZILERI, PHANTOM®, PICHINA, PIERRE



BALMAIN, POLAROID, POLICE, PORSCHE DESIGN, PORTS, POTEC, PROCLEAR, PRODESIGN, PUMA, REICHERT, RENOMA, RICHDOME, ROBERTA DI CA RMERINO, ROBERTO CAVALLI, RODENSTOCK, ROMEO GIGLI, ROTLEX, RUDY PROJECT, S.T. DUPONT, SAMBO TECH, SANTA MONICA, SATISLOH, SCHNEIDER, SCHUMAN, SEIKO, SENJU, SERENGETI, SHIN-NIPPON, SHISEIDO, SILHOUETTE, SISLEY, STERLING ULTRA PRECISION, SYNERGY, TAG HEUER, TAKAGI, TED LAPIDUS, TOMEY, TOMMY HILFIGER, TONYSAME, TOPCON,

TRANSITIONS, U.S.POLO ASS'N, UNICOS, UNITED COLORS OF BENETTON, VALENTINO, VERA WANG, VISIONIX, WECO and YVES SAINT LAURENT. Furthermore, it is noteworthy that BOLLE, JEEP, LOTTO, YOUNGER OPTICS, LOADPOINT make their debut appearance alongside with Safilo and Buick who made their prodigious participation again at SIOF 2011. Without doubt, 3D Glasses displayed in the fair also attracted the eyeball of participants for its profound business potential on the horizon. Moreover, traders and buyers can check national or regional prestigious product trademarks of China in the halls, they are Balong, Cobra, Conant, Honsun, Jinggong, Lixin, Tornado, MCT, Ming Yue, Parim, Porpoise, Prosun, Riccino, SS Pair, Surjel, Wan Xin, Weixing, Xinyuan and Yingchang. Additionally, a catwalk show to present the latest optical trend has won a great applause from the traders and buyers in the dinner party co-hosted by the organizer and the co-organizer.



In spite of their busy schedule, trade visitors and buyers crowded the conference rooms to attend 4 technical seminars, which are presented by Satisloh Ltd for 3 different topics and by Shanghai Chemat Advanced Ceramics Technology Co., Ltd. for its specialty. Beside the technical seminars, trade visitors and buyers also exulted on the introduction of the standardization for China and International Optics Industry as well as the presentation of the current economic situation of China & worldwide

by Madam Ren Xing-zhou of the Development Research Centre of the State Council of China. The organizer will keep on organizing this kind of seminars to let the industry know the latest development and trend of China and her optical market!

In retrospect, China's optical industry had enjoyed a fast growth in the 11<sup>th</sup> Five-Year Plan for Economic and Social Development of the country. In 2010, the aggregated industrial output of COOA's members reached Rmb35 billion and the export of China's optical industry was US\$3 billion, and the average annual growth rate of COOA's members and the export of China's optical products over the 11<sup>th</sup> Five-Year Plan were 13% and 20% respectively. As the year 2011 marks the beginning of China's implementation of the 12<sup>th</sup> Five-Year Plan for Economic and Social Development, Chinese Optical Industry will leap forward into a new era facing the need to change the mode of development, the responsibilities of adjusting product structure and upgrading production. Moreover, China Optometric and Optical Association will make use of SIOF as a platform to strengthen the exchange and cooperation with the local and international counterparts to enhance and improve the optical industry together. Anticipating the opportunities embedded in the 12<sup>th</sup> Five-Year Plan for China's optical industry, SIOF will be the most unparalleled platform to grasp the vast business potentials in the booming lucrative China optical market and will perform as the efficient platform for worldwide buyers sourcing and procuring the most sought-after optical products and equipment! The 12<sup>th</sup> edition of SIOF will be held on 22<sup>nd</sup> to 24<sup>th</sup> February 2012.

Another cannot-be-missed optical exhibition is SIOF's sister Autumn Fair, the forthcoming 24<sup>th</sup> China International Optics Fair (CIOF 2011), which will be held on 14<sup>th</sup> – 16<sup>th</sup> September 2011 at China International Exhibition Centre, Beijing, China.

## Fact Sheet 展会简介

<p><b>Fair Name:</b> The 11<sup>th</sup> China (Shanghai) International Optics Fair</p> <p><b>Date:</b> 18-20 / 2 / 2011</p> <p><b>Venue:</b> Shanghai Everbright Convention &amp; Exhibition Centre Shanghai Everbright International Hotel</p> <p><b>Exhibition Area:</b> 38,000m<sup>2</sup></p> <p><b>Organizers:</b> China Optometric &amp; Optical Association China Light Industrial Corporation for Foreign Economic &amp; Technical Cooperation</p> <p><b>Co-organizer:</b> Orient International Exhibition Co., Ltd.</p> <p><b>Endorsed by:</b> Ministry of Commerce, P.R. China Shanghai Municipal Commission of Commerce</p> <p><b>Supported by:</b> China National Light Industry Council</p> <p><b>Sponsored by:</b> Hong Kong Trade Development Council Shanghai Optometric &amp; Optical Association</p> <p><b>Exhibits Profile:</b> Spectacle frames, Sunglasses, Lenses, Contact lens, Visual test equipment, Machinery &amp; materials for making spectacle frames and lenses, Spectacle accessories, Parts &amp; components, Raw materials for frames and lenses &amp; contact lens, Moulds, Eye care products &amp; solutions for lenses &amp; contact lens, Cases, Instruments for Optometry and Ophthalmology, Ophthalmic products, Tools &amp; equipment for optical workshop, Ophthalmic lenses, Low-vision aids and test equipment, Trade magazines and exhibitions</p>	<p><b>No. of exhibitors:</b> <b>694 exhibitors from 20 countries and regions</b> China, Australia, Austria, Canada, Denmark, France, Germany, HKSAR, Holland, Israel, Italy, Japan, Korea, Singapore, Spain, Switzerland, Taiwan Region, Thailand, the United Kingdom, the United States</p> <p><b>No. of Visitors:</b> <b>44,000 times of visiting from 77 countries and regions</b> Algeria, Argentina, Armenia, Australia, Bahrain, Bangladesh, Belgium, Botswana, Brazil, Brunei Darussalam, Cambodia, Canada, Chile, China, Colombia, Costa Rica, Czech Republic, Ecuador, Egypt, Estonia, France, Germany, Ghana, Greece, Hong Kong SAR, India, Indonesia, Iran, Israel, Italy, Japan, Jordan, Kenya, Korea, Latvia, Lithuania, Macau, Malaysia, Mauritius, Mexico, Mongolia, Morocco, Mozambique, Myanmar, Nepal, Nigeria, Norway, Pakistan, Peru, Poland, Portugal, Qatar, Russia, Saudi Arabia, Singapore, Slovenia, South Africa, Spain, Sri Lanka, Sudan, Sweden, Switzerland, Taiwan Region, Thailand, The Netherlands, The Philippines, Tunisia, Turkey, UAE, UK, Ukraine, USA, Venezuela, Vietnam &amp; Yemen</p> <p><b>Next Events:</b> <b>CIOF 2011, The 24<sup>th</sup> China International Optics Fair</b> 14-16 September 2011</p> <p><b>SIOF 2012, The 12<sup>th</sup> China (Shanghai) Int'l Optics Fair</b> 22-24 February 2012</p>
---	---

### Exhibitors' Survey:

		Excellent	Good	Fair
A	Quality of Buyers	17%	55%	28%
B	Quantity of Buyers	15%	39%	36%
C	Overall Business Result gained from SIOF 2011	17%	40%	32%
D	Overall Performance of Fair Management	35%	48%	17%

### Buyers' Survey:

#### A. Visitors' Main Interests

Frames	67.20%
Sunglasses	52.85%
Lenses	55.91%
Accessories	34.54%
Machinery	33.38%
Contact Lenses	28.74%
Materials	23.18%
Visual Test Equipment	22.95%
Ophthalmic Products	25.26%
Others	4.87%

#### B. Business Nature of Visitors

Wholesaler	21.19%
Trading Company	20.32%
Distributor	16.51%
Manufacturer	14.63%
Retailer/Chain Store	14.15%
Buying Office	5.35%
Agent	4.61%
Services Company	1.54%
Designer	1.44%
Press/Publications	0.18%
Others	0.12%



**ORIENT INTERNATIONAL EXHIBITION CO., LTD. 东方国际展览有限公司**

Unit 602, Austin Tower, 22-26A Austin Avenue, Tsim Sha Tsui, Kowloon, Hong Kong

香港九龙尖沙咀柯士甸路 22-26A 好兆年行 602 室

Tel 电话: (852) 2789 3220

Fax 传真: (852) 2789 3260

E-mail 电邮: orientex@netvigator.com

Website 网页: www.orientexhibition.com.hk